

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.9422
Civ 2F73

WAR FOOD ADMINISTRATION
Office of Distribution
Western Region
821 Market Street - Room 700
San Francisco, 3, California

December 9, 1944

To: Industrial Feeding Field Representatives

From: James C. Hobart, Acting Chief
Industrial Feeding Section

Subject: Food Selection Program

The following program has been set up in response to requests from industry for a service of this nature and is intended for your information and instruction.

The responsibility for conducting each specific program as it relates to an individual company will be centered in personnel in the Regional Office. The field representatives will thoroughly acquaint themselves with the following so they will be in a position to intelligently discuss the matter. The intent is that the direct application of the following will be the responsibility of regional office personnel, but that the field representatives will develop with management a definite commitment for the program and a tentative future appointment, to be later confirmed, when the details will be decided upon in consultation with regional office personnel.

For the time being, with the pressure that is on each field representative for the installation of facilities, we currently do not want them to be involved with the details of a specific company campaign. However, as facilities are acquired, the following constitutes a service which we are prepared to render at the request of management and which should result in the more effective utilization of their facilities.

This material, therefore, is not for general distribution other than as may be determined by Food Selection Program personnel in the regional office.

FOOD SELECTION PROGRAM

Outline and Proposed Procedure for Educational Campaign.

Programs to protect and improve the nutritional status and health of industrial workers should be designed to provide for action along four lines:

Nutrition	(Part II, page 3)
Education	(Part III, page 6)
Provision	(Part IV, page 6)
Economy	(Part V, page 8)

The solution of the complete problem requires prosecution through community,

(over)

FEB 13 1945

home, and industrial channels.

Much can be done to improve the food habits of industrial workers by educational activities run in conjunction with a satisfactory in-plant food service operation. We recommend the adoption of the following procedures:

PART I

- a. Organize a Basic Food Committee.
- b. Appoint as chairman either the plant physician, the plant nurse, the dietitian, or the director of personnel, safety, welfare, or industrial relations, or the cafeteria manager.
- c. Appoint one employee from each department.
- d. Consideration should be given to the advantages of using the present Labor-Management Committee, with possibly a different chairman for this particular work.

At the first meeting, the chairman, or the War Food Administration industrial feeding guest, should:

- a. Describe the proposed program in detail.
- b. Discuss the objectives.
- c. Arrange for Basic Plate Lunches including a selection of two entrees.
- d. Arrange for the determination of the Basic Plate Lunch menus for the entire period of the campaign.
- e. Select the campaign material available or provide for something similar - movies, posters, table cards, self-check forms, and take-home flyers. (See attached list of available materials).
- f. Decide on the number of days to be given each period of the campaign. (Usually three days a period).
- g. Use of house organ.

Consideration should be given to suggesting to the local community nutrition committee that they undertake a simultaneous campaign outside the plant, directed toward the housewife, the cafeterias within reach of the plant, and those engaged in selling box lunches to the workers.

Having secured the selected campaign material and settled all other affairs of the program, the "opening" day arrives. The chairman should speak during the lunch period about:

- a. The program.
- b. The seven basic foods.

- c. Urge repeatedly that each worker self-score his lunch and leave the score card at the exit as he leaves.
- d. Checkers may have to be provided to get this check on those who bring their own lunches.
- e. Call attention to take-home pamphlets at the exit.
- f. Announce the Basic Plate Lunch, the idea behind it, the benefit to the worker, as well as the economy effected, as the reason for the special price, and that this idea will go into effect the following day and be continued as a regular health service for the benefit of all who will participate. (Reiterate the advantages).
- g. On the second day, with the inauguration of the Basic Plate Lunch, the chairman or some other selected individual should, during the meal period, talk about the nutrients in the first of the seven daily basic foods.
- h. The program in "g" should be repeated at the start of each of the seven periods, taking up the next item in the basic seven.

At the conclusion of the campaign, on the last day, the chairman should again address the diners, express appreciation to the committeemen and their wives, and get each to self-check the meal he is eating. These reports, as before, should be turned in. Conclude with a statement that the Basic Plate Lunch will be continued.

The self-reports should be tabulated - not that the results will be startling, but progress should be indicated. Whatever progress has been accomplished, however, may be enlarged upon as the result of continued effort.

PART II - Nutrition

1. The plant's cafeteria or canteen system, through serving foods of good nutritional value in an attractive fashion, can be an extremely important educational influence.
2. Classes and demonstrations on nutrition can be conducted by the plant physician or dietitian, or through arrangements with the local nutrition committee or other community groups.
3. A dietitian, or an industrial nurse trained in nutrition, employed in the medical department and under the supervision of the plant physician, can be made available to the employees for dietary advice.
4. Nutrition information can be made a regular feature of plant publications.
5. Folders can be used suggesting daily menus, listing foods of good nutritional quality which are in season or on the market at reasonable prices. Such flyers can be kept timely and can be used as guides by the worker's family.

(over)

6. Pamphlets on nutrition can be distributed to the workers and their families.
7. Posters emphasizing the importance of good nutrition or creating an interest in good food habits can be placed about the plant, especially in the lunchrooms and where employees are passing down the lines. Material which can be changed from time to time or which provokes a personal interest in the program is especially effective. The plant management might sponsor a poster contest among employees' children, or among the school children in the community.
8. Where periodic physical examinations are held, the addition to the medical history of a few questions on diet will serve to stimulate employee interest in nutrition, will have an educational effect and will enable the medical department to define the existing nutrition problem. The dietary history might take the following form:

Do you get at least one pint of milk daily?

If not, how much do you get?

Do you eat at least four eggs every week?

Do you eat either orange, orange juice, tomato, tomato juice, grapefruit, or grapefruit juice daily?

Do you get at least one serving of another fruit, either canned, dried, or fresh daily?

Do you eat at least one serving of another vegetable besides potato each day?

Do you eat either a green leafy vegetable or a yellow vegetable each day?

Do you eat raw cabbage or salad greens daily?

Do you eat at least one serving of lean meat, fish, poultry or cheese each day?

How often do you eat any kind of liver?

How many servings of dark whole grain breads and cereals do you get each day?

How many servings of enriched white bread and fortified cereals do you get each day?

Do you regularly use butter or margarine on your bread?

If you use margarine, is it fortified with vitamin A?

In the space below, fill in the three last actual meals you have eaten, naming the kind of food, as whole wheat bread or white, etc.

Breakfast

Lunch

Dinner

Industrial feeding, i. e., the provision of adequate meals to workers at their place of work, is an indispensable part of many industrial organizations.

Each meal served within the plant should supply at least one-third the individual's daily dietary requirements. The adequacy of the individual's daily food intake may be measured roughly by the "National Nutrition Yardstick". According to this guide, the day's diet should include selections from seven main food groups:

- | | |
|-------------------|---|
| Nutrition Group 1 | Green and yellow vegetables.
Some raw, some cooked, frozen or canned. |
| Group 2 | Oranges, tomatoes, grapefruit.
Or raw cabbage or salad greens. |
| Group 3 | Potatoes and other vegetables and fruits.
Raw, dried, cooked, frozen, or canned. |
| Group 4 | Milk and Milk products.
Fluid, evaporated, dried milk, or cheese. |
| Group 5 | Meat, poultry, fish, or eggs.
Or dried beans, peas, nuts, or peanut butter. |
| Group 6 | Bread, flour, and cereals.
Natural whole grain, or enriched, or restored. |
| Group 7 | Butter and fortified margarine.
With Vitamin A added to margarine. |

The Food and Nutrition Board of the National Research Council has also suggested a dietary pattern to use in checking the adequacy of the day's food allowance.

Milk.....	1 pint.
Eggs.....	1 daily, if possible. (on days eggs not used, beans, peanuts, cheese, or more milk or meat to be used instead).
Meat, fish, or fowl	1 or more servings.
Potato.....	1 or more
Vegetables....	2 or more servings. (one green or yellow vegetable.
Fruits.....	2 or more. One citrus fruit or tomato or other good source of vitamin C.
Cereals and bread	Whole wheat or enriched.
Other foods as needed	
to complete meals.	

Food eaten by workers between meals should provide essential nutrients as well as energy. Soft drinks and candy bars are probably the least desirable selections, because they furnish little nutritive value aside from their sugar content.

A solution of the present problem in planning meals for industrial workers,

(over)

arising from restricted food and service supplies and a limited preparation and service staff, is to use simplified menus. A limited selection of food, which offers the worker a reasonable choice, should be provided. The combination of a group of foods from each day's menu in a daily "Basic Plate Lunch", sold at a reasonable fixed price, is recommended. Such plate meals save time in customer selection and can be served quickly to large numbers of persons. A meal of this sort is popular, and the estimated amount needed each day can be determined, thus reducing left-overs and food waste.

PART III - Education

- a. Posters afford a method of presentation that requires almost no concentration and can be eye-catching and attractive. The basic facts of food values can be put across in the most elementary terms to the worker standing in the cafeteria line.
- b. These informational stimuli are presented at the moment when the worker is choosing his food. They are appropriate to his interests at the moment and are consequently most apt to influence his behavior.
- c. The cafeteria program, particularly as it involves a Basic Plate Lunch, emphasizes the concept of a balanced diet rather than isolated scraps of information about cooking, canning or individual food elements. When this concept is absorbed, the possibilities are good that changes in food habits will become general rather than remain restricted to the in-plant lunch.
- d. The cafeteria program utilizes the important factor of social suggestion. The worker who sees other people in the line taking milk or vegetables is more inclined to do so himself. Those workers who choose their lunch according to dietary principles influence by their example those who ordinarily would not.
- e. An improvement in the in-plant lunch can be effected by purely promotional methods even though the worker may learn nothing about nutrition. Those recalcitrants who cannot be influenced by any type of educational material can, in many cases, be cajoled by special prices or Basic Plate Lunch buttons into eating a better-balanced meal than they would ordinarily do.
- f. Just as with all other promotional campaigns, the in-plant program must be periodically changed and revived in order to remain effective.
- g. It is apparent that cafeteria programs will be most successful where the cafeteria itself has the approval of the worker. It cannot be hoped that an in-cafeteria program of nutritional instruction will succeed in a cafeteria which is thought by the employee to serve inferior food.

PART IV - Provision

The serving and consumption of meals, calculated to be adequate by computation from tables of nutrient values of the raw food involved, do not guarantee the consumer's receiving the desired amounts of nutrients. Losses

(over)

of certain essential factors commence with the harvesting of food, and may continue throughout the period of storage, preparation, cooking, standing, and service. Considerable of the loss occurring during the various stages of food preparation and service can be avoided by observing a few simple rules:

Fruit and Vegetable Cookery

1. Preparation: Use fresh vegetables and fruits as soon as possible after delivery. Handle very carefully, for bruising causes rapid losses of vitamins. Keep vegetables and fruits crisp and cool until time to cook them. Shred or chop vegetables and fruits just before they are to be served or cooked.
2. Cooking: Add vegetables or fruits to rapidly boiling water. Cook quickly and in as little water as possible. Do not add soda to vegetables or fruits to preserve their color because it destroys the vitamins. Cook until just done with some of the original crispness left. Do not stir or expose to air and light any more than absolutely necessary. Do not let vegetables or fruits stand in water. Standing destroys vitamins. Use vegetable cooking water in gravies, soups, or sauces. Bring precooked canned fruits and vegetables quickly to a boil but do not continue boiling. Do not defrost preliminary to cooking.
3. Serving: Serve vegetables and fruits as soon as possible after they are cooked or prepared for service.

Meat Cookery

Short methods of cooking, such as sauteing or broiling, are less destructive of vitamins than slower methods. Roasting at a low temperature is less destructive than at a high temperature. As with other foods, meats should be served as soon as possible after cooking. Standing in a warmer or on a steam table is accompanied by vitamin losses.

However, common practices in industrial food service operations are associated with appreciable losses in the vitamin and mineral content of certain foods, much of which results from the volume of business which must be handled within short and clearly defined time periods, from the lack of adequate equipment, insufficient and inexperienced food preparation and service help, etc.

A study conducted in one of the cafeterias at a ship construction yard found that in the cooking and holding processes:

Thiamine losses varied from 16 to 64% (average 37).

Niacin losses varied from 2 to 61% (average 27).

Riboflavin losses varied from 22 to 45% (average 36).

Ascorbic acid losses varied from 27 to 90% (average 65).

It was not found possible to estimate the exact losses in the different steps of preparation, but determinations for ascorbic acid indicated that of the total percentage lost, an average of:

21 percent was lost in the cooking water.

56 percent was destroyed in the cooking process.

22 percent was destroyed on standing.

One device for overcoming some of these losses is the incorporation of dry brewer's yeast into standard recipes. Using a high thiamine yeast, it has been found that the thiamine content of the finished product was much higher than the same product without yeast, and that this food made a very substantial contribution to the total day's requirements. The palatability of the foods with yeast added was not changed.

PART V. - Economy

The only purpose of an industrial plant's food service operation should be to provide the plant's employees with the foods they need to protect their health, at prices which they can truly afford to pay, and in surroundings as conducive as possible to relaxation and proper digestion.

Providing the eating facilities which are best suited to a particular situation does not necessarily insure that the worker will receive a nutritionally adequate meal. The feeding services should be recognized as part of the plant's industrial hygiene set-up and should be under the supervision of a competent nutritionist, one who has some grasp of the problems of industrial feeding, who, in turn, should be responsible to the plant physician. Control may be exercised at every step in the purchase, preparation, and distribution of food, resulting in the service of a nutritionally balanced meal at a reasonable price.

MOVIES, PAMPHLETS AND POSTERS
for
FOOD SELECTION PROGRAM

Aside from the material which is obtainable through the War Food Administration, we make no pretense of listing all that is available, but are including items with which we are acquainted which are available from the California Dairy Council, the National Livestock and Meat Board, the Poultry and Egg National Board, and the Castle Films. Where a charge is indicated it should be considered as only approximate. If such items are desired, they should be purchased direct.

Pamphlets

Green Vegetables in Wartime Meals	(No. 1 of the Basic 7 List)
Tomatoes on Your Table	(No. 2 of the Basic 7 List)
Potatoes in Popular Ways	(No. 3 of the Basic 7 List)
Cheese in Your Meals	(No. 4 of the Basic 7 List)
Dried Beans and Peas in Wartime Meals	(No. 5 of the Basic 7 List)
Cooking with Soya Flour and Grits	(No. 5 of the Basic 7 List)
Egg Dishes for Any Meal	(No. 5 of the Basic 7 List)
Eat a Good Breakfast	
Cut Food Waste	
Vitamins from Farm to You	
Fats in Wartime Meals	
National Wartime Food Guide	
Family Food Plans	
Food for Growth	

Posters

Avoid Fatigue, No. 8

Good Food Means Good Work, No. 9

Eat a Lunch that Packs a Punch, No. 10

For Health Eat Some of Each Group Every Day, No. 11

Lick the Platter Clean.

(over)

Tents

Seven Table Tents

California Dairy Council
216 Pine Street
San Francisco, California

Industrial Series

8 Black and white - set of 4 - 40¢ \$.60

Food is Precious - Choose it Wisely .40

Industrial No. 1 - \$.10

No. 2 - \$.10

Milk Completes Your Daily Meals .16

(Good for teaching)

Leaflet \$1.60 per 100

Good and Poor Meals

Charts to accompany. 117 models 1.20

A Guide to Good Eating

100 Give Aways - \$1.60 .16

Calcium Equivalents .16

Protein Equivalents .20

\$1.40 for 100

Riboflavin Equivalents .20

\$1.40 to 100

Food and Care .15

Dental Health

Eat a Good Breakfast

(Color) .10

Small Pamphlets

Grin or Grouch. 100 for .40

Check your Lunch Today. 100 for .63

Eat Alone and Like It. 100 for 2.00

Out for Lunch. 100 for 2.50

Your Lunch Box 100 for .50

A Guide to Good Eating. 100 for .46

Mealtime Melodies. 100 for .40

Lunchtime on the Home Front. 100 for 2.50

National Live Stock and Meat Board
595 Mission Street
San Francisco, California

Posters

1. Set of 6 Nutrition Posters
2. Food Values (Vitamins)
3. Functions of Food in Nutrition
4. Vitamins - Their Functions and Sources
5. Food Nutrients - Their Functions and Important Sources
6. Nutrition Food Chart (Eat the Right Food Daily)
10 pages with lectures

Leaflet

1. 4-page, with posters 3, 4, 5 reproduced.

Poultry and Egg National Board
308 West Washington Street
Chicago, Illinois

Turkey - As You Like It

Share the Meat America - Serve Chicken

Eggs - A Protective Food

Eggs - For Your Family - Luncheon and Dinner

The Nutritional Value of Eggs and Poultry

Egg Drinks - Refreshing and Healthful

Salad Magic with Eggs and Chicken

What Eggs Will Do For You (Victory Recipe No. 1)

Eggs Mean Vitamins For Victory, by Kathryne Bele Niles

Eggs In Nutrition, by Harry W. Titus, Sr., Biological Chemist

Eat An Egg A Day (Chart), Published in interest of National
Nutrition Program.

(over)

Movies and Slides

War Food Administration

Modest Miracle

16 mm. Sound - Color (Baking Council) 20 minutes

California Dairy Council

Food and Growth

1 reel - 16 mm. Silent - black and white 12 "

Admirals in the Making

1 reel - 16 mm. Sound - black and white 12 "

More Life in Living

1 reel - 16 mm. Sound - black and white 12 "

Guide to Good Eating

1 reel - 16 mm. Sound - color 12 "

Home of the Free

1 reel - 16 mm. Sound - color 12 "

Your Daily Milk

1 reel - 16 mm. Sound - color 12 "

Salt of the Earth

2 reels - 16 mm. Sound - black and white 24 "
(First reel may be used alone.)
(Production & Distribution, USDA)

National Livestock and Meat Board

How to Cook Meat by Dry Heat

(Technicolor slides - hand manipulated.
Projector can be borrowed from local
camera shops). Slides secured from
Society for Visual Education, 100 Ohio
Street, Chicago, Illinois.

Castle Films (Pay only postage)

The Way to a Man's Heart (Meat)

16 mm. Sound 30 "

Ever Since Eden (Tomatoes)

16 mm. Sound 35 "

Citrus in Nutrition

16 mm. Sound 20 "